

Section 1=1st Floor

THURSDAY, FRIDAY AND SATURDAY

QUITE the new thing for early Spring wear, with suits or smart street frocks. In New York and other large fashion centres, there's an unusually big demand for them. They are shown in black, white, black and white, and white and black; also in grey or natural, finished with silk fringe at both ends. A very superior quality to those usually sold at \$1.50. Priced at **\$2.50 to \$3.50**, and excellent values at these prices!

DURING these three Opening Days we will give special display to the beautiful new modes and fabrics that are to rule Fashions Court this season! It's an exhibit that will amply confirm how closely, how very closely, the Store has kept a-tuned with all that's new and beautiful. For weeks we have studied the tendencies of the New Fashions, and have made our selections from the fashions in Montreal and New York. Now we are ready to present them for your approval with full confidence that they'll be proclaimed the smartest and best styles shown in the City. To be heralded as the leading style store of Edmonton is a responsibility fully appreciated by us, but let us assure you that it's not by any means of chance that we have attained this enviable position. **We extend to you the invitation to come.** Make the most of this opportunity to inspect the new modes—you'll find the Store transformed with its Spring-like atmosphere amidst flowers and foliage! Welcome!

The Latest New York Novelties in Veilings.

NEARLY every woman who visits the store Thursday will treat herself to a length of these lovely New York Veiling Novelties. Some are in silk trellis meshes with lace borders, others with chenille and velvet spots and small floral sprig designs, etc., in black, white and all the new shades. Prices from, per yard . . . 20c to 35c.

NEVER in any previous season has Fashion set her approval on so varied an array of glove elegance! The selection is almost as wide as individual fancy could suggest—this season no woman need choose gloves that are not precisely according to her own taste. A few of many lines:



The Queen Elizabeth Silk Glove is one of the newest novelties! Made of pure silk thread in black with fancy white stitches or white with fancy black stitches, with double tipped fingers and the new ruffle wrist; fastening with two domes. All sizes. Price \$1.00

Chamoisette Gloves in a high grade make in an excellent quality that wears splendidly. Shown in white, natural or putty shade. Sizes 4 to 5. Price **80c**

Same for misses in natural only at **75c**

Women's Capekin Gloves in a reliable English make with P.N. M. seams and one dome fastener; tan only. Specially suitable for driving. Sizes 4 to 5. Price **85c**

French Kid Gloves in "Perrine" make made from excellent stock, soft elastic and pliable with strongly worn seams, gusseted fingers and two dome fasteners. Black and white in all sizes. Price **\$1.25**

Also in white. Quality of these gloves with double tipped fingers and two self covered domes, with black points, **60c**

Blue and white points. All sizes. Price **60c**

THIS opening exhibit of new Spring Coats depicts the very latest New York mode, every new material and color, not even excepting New York's greatest fancy—the plain cream and colored stripe chinchillas. We have really never shown such a wealth of smart and appropriate coats for spring wear! In some subtle way they seem to have been "touched" with the spirit of springtime youth and prettiness!

They are developed in all the New York latest styles in the popular cream rhinehillas or the colored wool gabardines, blanket cloth, velvet corduroys and novelty stripe and plaid effects, in shades of rose, green, fawn, reds, ecru, navy or black.

They are knee length or a trifle shorter, showing the loose ripple flare effects or the loose conservative type, being held in by a belt with drooping shoulders, raglan or set-in full sleeves, large collars in sailor or cape effect flaring away from the neck, or the high convertible collar which may be worn in several ways, open or closed at the neck, with pockets of various kinds giving a smart finishing touch. They are trimmed on the collar, cuffs and belt with narrow military braid, colored velvet, bandings and fancy buttons. Prices ranging from \$9.00 to \$25.00

WHATEVER is new and distinctive in footwear is revealed in Dorothy Dodd shoes. You'll find the new Dorothys charmingly meet the season's requirements in all modes of dress.

The makers of Dorothy Dodd shoes are wonderful originators of style. They study the world's best styles and blend them into Dorothy Dodd creations that are received with eagerness by well-dressed women everywhere.

Come in and see them opening day. You'll find the new models handsome and youthful in their slender and graceful outlines.

 Dorothy Dodd

These new arrivals show a wonderful diversity of styles and leathers! Hutton and lace in patent leather, vicuña, kid, gunmetal, etc. in black, brown,



grey, blue, brogue and violet, with self or cloth tops (which by the way are decidedly higher to meet fashion's demands

as governed by the new mode in skirts, suits and dress.) They show many new features in the designing of toes and heels. The new heels are Gotham, Louis

Spool and French. They have flexible, Goodyear welt or hand turned soles. All sizes and widths. Priced from, per pair \$5.5 to \$9.0

NO MATTER what your requirements in style, fabric or price, our broad selection, embracing the newest and most authentic productions of noted Canadian and American designers, enables us to meet them in a highly satisfactory way! There's such marked individuality and exclusiveness in the new modes, however, that we can do no more than give you a general idea of what you may expect to find here.

They reflect in a refined and particularly smart manner the very latest New York style features and the elegance of material and workmanship places these suits in a distinctive class that will appeal to the discriminating dresser!

The materials in vogue are: Wool Gabardines, Serges, Poplins, Shepherds' Cheeks, Silk Taffeta and combinations such as taffeta and serge, in all the latest colorings, in the bright blues, African brown, sand, grey, green, navy or black. The suit coats in the short and medium lengths, with the wide flare below the waist line, which are especially favored, are belted in, in some form or other showing the half belt in front, in the back or on the sides; while the box cut is also very popular for slender figures.

The sleeves are "set-in" finished in a variety of ways, with plain cuffs, wide belt effect shaped and flared over the wrist; while others are puffed into a tight-fitting cuff.

The collars show the simple notch effects and revers on the semi-tailored styles, to the more fancy effect such as the high back and novelty cape effect on the dressier models.



The skirts are the ripple effect relieved with pockets and belt, the wide circular model, hanging full from a deep belt or the dressier styles showing side draperies, flounces, shirring, etc.

They are trimmed in an endless variety of styles, on collar cuffs and belt with bright colored corded silk in shades to harmonize, leather binding, military braids, silk pipings and many buttons, and lined with plain or fancy silks. Prices ranging from **\$15.00 to \$35.00** for the plain styles and the more fancy models at **\$30.00 to \$50.00.**

OUR opening exhibit of Women's and Misses' Neckwear includes not merely something new, but everything new! And there's such a wide diversity of dainty creations that it's simply impossible to convey their exquisite beauty in print. You must see them. Briefly we hint at what you may expect to see.

The showing includes
White and Eern Guipre
Lace Collars in the new
style.

New Roll Collars of lace with plicated bands, also of fine organdie; some very pretty hemstitched effects at very moderate



 prices.
New Embroidered Neckties
 Vests with roll and high
 standing collars.
Delicate Embroidered Grenade Sets with hemstitching

and plect edges. New "Postillion," "Chevalier" and "Cape Collar" effects in fine Georgette crepe. Fancy Swiss Muslin Collars with colored edges and braided designs in flat or roll effects, also in the new Cape styles. These are in blue, rose, pink and ivory shades. *Refined* 75c. to 40c.

MOST interesting assemblage of Frocks, Dresses and Gowns invites an inspection tomorrow.

Many new and exclusive creations—copies of noted Parisian and New York designers who have seemingly drawn inspiration from the "old-time" fashions of 1860. Others again are less extreme or more along the lines that have prevailed in London, Paris and New York in the more recent years.

Whether it is a dress for street, afternoon or evening wear you'll find this exhibit wonderfully complete with a good assortment of exclusive modes.

Some very dainty new styles for afternoon wear are shown evolved of Georgetowne crepe and taffeta silk; colors are Russian green, copen blues, navy or black, also black and white checks or stripes.

They show the narrow sloping shoulders, the large square flat or cape collars, also the high back collar; long sleeves finished prettily at the wrist, and full skirts suggesting crinoline, with side draperies, ruffles, bandings or some similar form of trimming, with touches of dainty lace at the back of collar and wee silk or fancy button trimming down front of waist. Prices \$15.00 to \$30.00.

THEY are all here! All the newest novelties and more staple weaves the new season has introduced. The fabrics you have read about in your favorite fashion journal or of which you may have had a glimpse in the larger fashion centres! You'll find new fabrics on display here that are not shown elsewhere! You'll find, too, weaves that are not supposed to be procurable anywhere at any price today on display here at the old price! How or where we secured them matters little—we have them nevertheless! And there's not the slightest indication of any dye scarcity either! For here you'll find all the lovely

New Spring Coatings—the Newest of the New!

All the latest novelty weaves in various spring weights in tweed effects, chinchillas, blanket cloths, etc., in plain white checks, stripes and broken plaids. 54 inches wide. They are bought in short ends so that you'll not see half a dozen coats like your own in the city. Prices \$2.50, \$2.75 and

A Splendid Range of Serges at 65c to \$4.00 Yard


Serges, as every woman knows, are to hold much prominence in spring fashion parades! In dresses and suits they are being combined with plain and novelty silks with great success. They are shown in cream, navy and black in French and British makes. The lighter weights for dresses and suits at 65c to \$2.50 per yard. The heavier for suits and coats at \$2.50 to

Exclusive Suiting Lengths at \$13.50, \$15.00 and \$16.00
The finest west of England suitings, warranted pure wool and soap shrunk. Shown in plain weaves in battleship grey, African brown, also in small pin checks in fawns and greys, $\frac{1}{4}$ and $\frac{1}{2}$ inch black and white checks and broken plaids. 58 inches wide. Lengths of 4 to 4½ yards at **\$13.50, \$15.00 and \$16.00.**

THE woman who seeks clothes with individuality must search far, indeed, if she would discover blouses more distinctive and charming than these, which have just arrived from New York for the opening! Many are exclusive copies from the creations of noted Parisian designers, evolved in the newest fabrics and colorings. Briefly, we describe a few of many novelties you'll find here awaiting inspection.

New Lingerie Blouses fashioned of exquisite *Franca* velvets and embroidered marquisettes, embodying the very latest style touches, the new convertible collars, smart little revers, classic tuckings and hemstitched seams. Price \$1.95 to \$2.95

An exquisite Blouse is of fine embroidered Marquisette put together with hemstitching and



Price \$1.95

broodered organically cluster
tuckings both back and front;
collar is convertible and both
collar and cuffs are trimmed
with embroidered organically to
correspond with "fey".

Price \$3.99
A smart Blouse is of fine French
voile with dainty lace insertion
extending down each side of
front, fastening front is decora-
ted with neat embroidered de-

sign; the roll coat is of 2mm.
brodered organdy and the long
sleeve is finished with a flare
hemstitched edge. Price ..\$2.75

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